**18 DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES**

**553 BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS**

**Chapter 105: LABELING**

*(Note: this rule chapter was formerly 16-226 Ch. 5 of the Department of Public Safety, Liquor Licensing and Inspections Unit.)*

5.1 All labels on malt liquor, wine, sparkling and fortified wine, low-alcohol spirits product, and hard cider shall be in conformity with the regulations adopted by the Federal Alcohol and Tobacco Tax and Trade Bureau (“TTB”). All labels on malt liquor, wine, sparkling and fortified wine, low-alcohol spirits product, and hard cider must be registered with the Bureau. Registration is accomplished by submitting the label, the appropriate fee, and application for registration demonstrating that the label has been approved by the TTB. The fee for the initial registration of a label is $10.00. The fee for a label change or re-registration is $1.00. The purpose of label registration is to ensure that all labels comply with applicable federal regulations, and registration shall not constitute a representation that the label complies with state law including, but not limited to, Chapter 7 of the Bureau's rules.

A label change is considered any change to a label, including but not limited to those changes that require re-approval by the TTB. Reporting a change to a label is accomplished by submitting the revised label, the appropriate fee, and application for registration demonstrating what changes have been made to the label.

All labels must be re-registered annually contemporaneous with the applicant’s renewal of certificate of approval. Re-registration annually is accomplished by submitting the appropriate fee and application for registration demonstrating that the label has been approved by the TTB. Vintage changes are not considered a label change.

STATUTORY AUTHORITY: 28-A M.R.S.A. §82(2) and 28-A M.R.S.A. §6(2)

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